

Oren (left), Mekonen and Eden,
stars of *Beneath the Helmet*, at
the Jerusalem Premiere.

Annual Report 2015





MISSION

To emotionally and intellectually connect young Jews to Israel, Judaism and the Jewish People.

STRATEGY

Engage, Educate, Empower

Through:

- ➔ Original feature films
- ➔ Engaging film classes
- ➔ Captivating short films
- ➔ High quality online learning programs featuring world-renowned experts
- ➔ Special focus on educating, training and motivating future leaders spending a gap year in Israel
- ➔ Turn-key curriculum for organizations, schools, synagogues and churches
- ➔ Broad product distribution via Internet, TV, social media, live events and organizational partnerships



2015 ACCOMPLISHMENTS

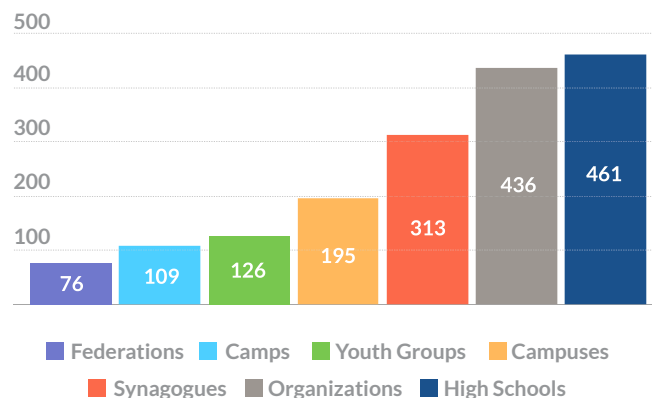


1,187 SCREENINGS OF OUR FILMS IN 22 COUNTRIES

MAJOR HIGHLIGHTS

- ➔ Launched **three new feature films**: *Beneath the Helmet*, *Crossing the Line 2* and *Hummus! The Movie*.
- ➔ Producing **three new documentary films** to be released in 2016-2017: *Mekonen*, *Sustainable Nation* and *Brothers For Life*.
- ➔ Reaching **millions of viewers** through Netflix, El Al flights, GOD TV, One America's News Network, Shalom TV and JLTv.
- ➔ Launched *Why Be Jewish*, our exciting new Jewish engagement initiative, with 12 focus groups in LA and Philadelphia.
- ➔ More than **1,700 organizations** have used our products, including BBYO, NCSY, AEPi, StandWithUs, Birthright, Hillel, Hasbara Fellowships, Chabad, JNF, AIPAC and FIDF.
- ➔ JU Israel teaching at **20 schools**, graduating **900** student activists over two years who now have the tools to defend Israel on campus.

PARTNER ORGANIZATIONS



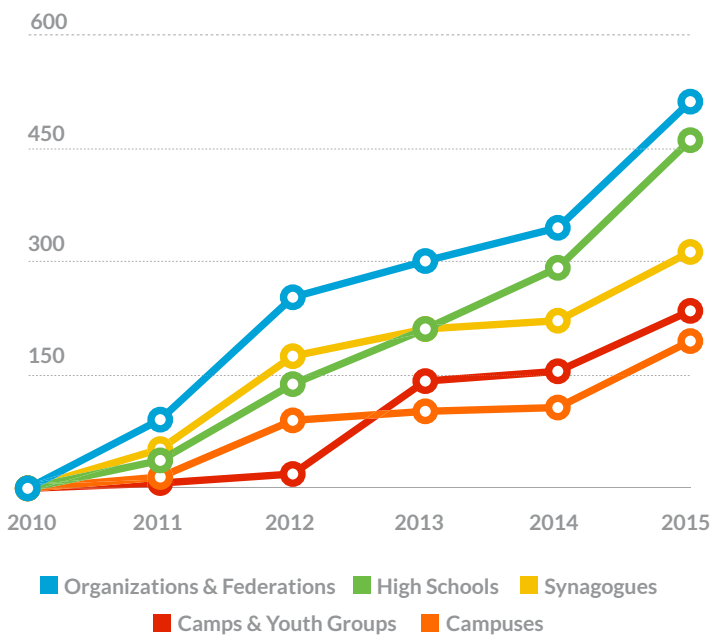
"No organization we work with has the depth and breadth of timely and relevant videos and resources as Jerusalem U has."

**David Snyder, Executive Director
Jewish Community Relations Council**



The audience giving a standing ovation after a *Beneath the Helmet* screening at Cinema City, Jerusalem.

PARTNER GROWTH



- ➔ Produced **six film classes** for our Israel Education series.
- ➔ Ran **teacher training workshops** for more than 80 Israel educators in New York, Philadelphia and Washington, DC, giving them the tools to teach students the facts about Israel.
- ➔ Launched ***Impact: Make Your Mark!***, an inspiring online film course about leadership for college students.
- ➔ Wrapped up Phase 2 of **CORE18**, graduating 19 students (**and 17 ventures**) who now have the skills to help enrich Jewish life and connect others to Israel.
- ➔ Merged the best of the Gap Year Oz Fellowship and CORE18 Leaders Lab into a new **CORE18 Fellowship for the Gap Year program**, which will focus on training select student leaders in Israel.
- ➔ New initiative with **South African Friends of Israel** to educate Christian leaders and communities about Israel.

Lt. Aviv Regev, featured in *Beneath the Helmet*, speaking at a summer camp screening of the film.



ENGAGE

en·gage

in ɡāj, en ɡāj/ verb

: to occupy, attract, or involve (someone's interest or attention).

We engage millions of people across the globe with our award-winning films.





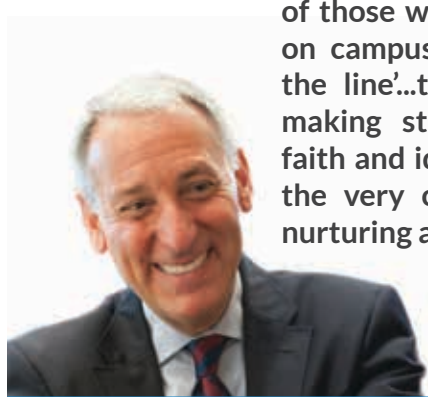
CROSSING THE LINE 2

The New Face of Anti-Semitism on Campus

A shocking new documentary exposing how anti-Israel activity can cross the line and become anti-Semitism.

- **272,113 views online** (YouTube and Facebook) as of December 1, 2015.
- **New York Premiere** at the 92nd Street Y and **Detroit community screening** with guest speaker **Eric Fingerhut**, President and CEO of Hillel, reaching a combined audience of more than 1,000 people.
- Sold-out Boston Premiere featuring **Ayaan Hirsi Ali**.
- **33 international screenings** in 12 countries, including Brazil, Canada, Israel, France, South Africa and the UK.

"It is my duty to raise the alarm... the physical and verbal tactics of those who seek to attack Israel on campuses has indeed 'crossed the line'...the current situation is making students feel that their faith and identity is threatened on the very campus that should be nurturing and protecting them."



Eric Fingerhut,
President & CEO, Hillel

"What have I achieved in the last 13 or 14 years, if this is what people are doing on campus and I wasn't even aware of it?...That is what this film confronted me with."



Ayaan Hirsi Ali,
Human Rights Activist



From High School to the Home Front



Lt. Eden Adler (*Beneath the Helmet*)
with Eagles football players

An inspiring, coming-of-age film about five Israeli soldiers that shows the human side of the Israeli people.

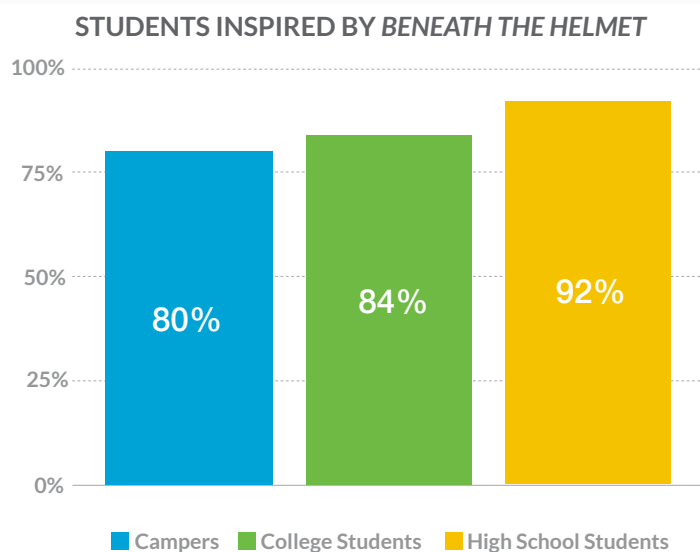
- ➔ Available on [Netflix](#) and [El Al in-flight entertainment](#).
- ➔ 921 screenings including [253 high schools](#), [150 colleges](#) and [109 summer camps](#).
- ➔ Screened at [22 film festivals](#), including [Hong Kong](#), “Seret,” the [London](#) Israeli Film Festival and [Atlanta](#), the largest Jewish film festival in the world.
- ➔ Special screening for [Philadelphia Eagles](#) players, trainers and Vice-President. Guest speaker Lt. Edan Adler spoke to the NFL athletes about [leadership lessons from the IDF](#).



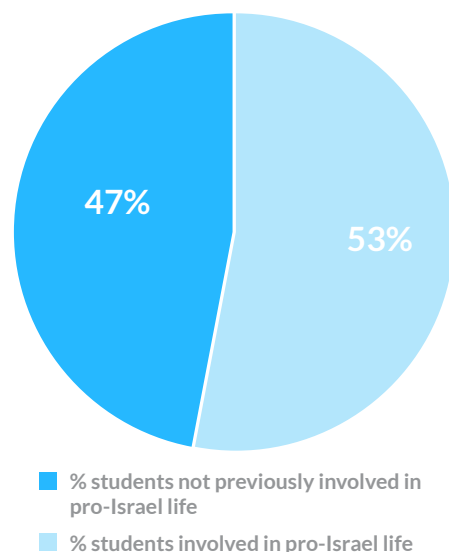
- ➔ **Partnered with BBYO to develop “Basic Training,”** *Beneath the Helmet*’s follow-up curriculum for teens. 141 schools and youth groups are using the program.
- ➔ **Trained 1,100 Jewish Agency *Shlichim*** (emissaries) to screen the film at Jewish summer camps. 21 camps hosted guest speaker from *Beneath the Helmet*, Lt. Aviv Regev.
- ➔ **Week-long theatrical run** in NY and Israel.
- ➔ Cleveland premiere event on December 9 with **David Blatt, Cleveland Cavaliers Coach.**
- ➔ Sold-out screening and standing ovation at **AIPAC.**
- ➔ 1,200 guests attended the **Saban Theater** screening in LA, co-sponsored by 25 local synagogues from all denominations.

“The film [*Beneath the Helmet*] plays a very important role in changing students’ minds, students who really don’t know much about Israel.”

**Ruth, Department of Foreign Languages,
Kennesaw State University**



CAMPUS STUDENTS ATTENDING SCREENINGS





Hummus!

THE MOVIE

An eclectic, touching film about the power of one superfood to bring Muslims, Christians and Jews together...in the Middle East, America and around the world.

Hummus! The Movie was completed in November 2015. An exclusive pre-release screening was held in the Old City of Jerusalem on October 3 for 80 friends and supporters.

On December 10, *Hummus! The Movie* was screened at the Jerusalem Jewish Film Festival at the city's Cinematheque. It will be launching internationally as an independent film in 2016.

"Sometimes you see a rabbi sitting with a soldier, and a hi-tech guy with a lawyer, and a truck driver and stuff and they're all talking, they're all happy - passing the pita, passing the salt, and they become friends."

Eliyahu Shmueli,
Hummus Restaurateur



WHY BE JEWISH

In 2015, we launched the research phase of *Why Be Jewish*, a revolutionary new Jewish engagement initiative.

Why Be Jewish will use short films and online marketing tactics to reach unaffiliated young Jews and spark their interest in Jewish heritage, identity and Israel.

Why Be Jewish involves four stages:

- 1 Research and Planning**
To discover ways to drive relevance and define the best operational approach
- 2 Short Film Production**
To create assets and content
- 3 Distribution**
To raise awareness and test model
- 4 Evaluation**
To measure success

- ➔ Commenced **professional market research** to identify themes/genres that resonate with young Jews and creative ways to make Judaism relevant to them.
- ➔ Partnering with **Finch Brands** to conduct research phase for *Why Be Jewish*.
- ➔ Held **12 focus groups** in LA and Philadelphia to test themes.
- ➔ Results from our research will inform our *Why Be Jewish* **creative marketing campaign** and film content.





| EDUCATE

ed·u·cate

□e-jə-□kāt/ verb

: to teach through words and deeds

: to impart information, values and experiences

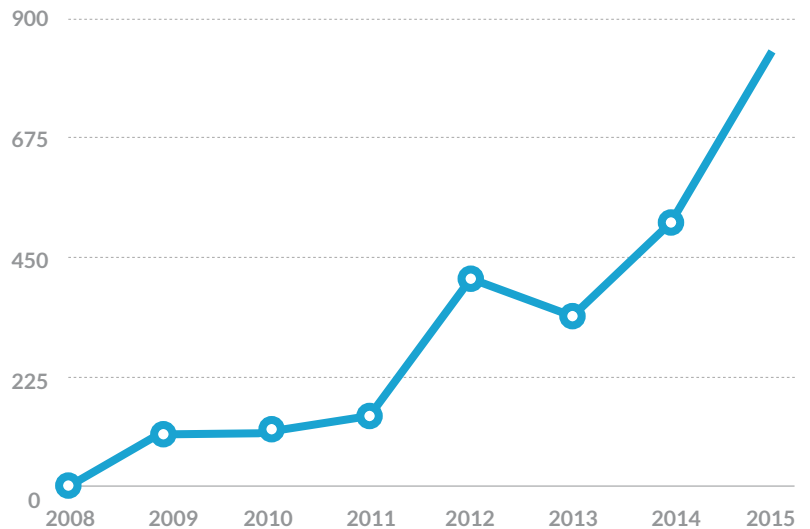
We educate young Jews by providing exceptional programs taught by world-renowned educators like Professor Alan Dershowitz, Emeritus Chief Rabbi Lord Jonathan Sacks, Professor Bernard Lewis and Dr. Tal Ben-Shachar.

JEWISH EDUCATION COURSES

We have reached a total of 5,116 students through our online Jewish education series.

- **83%** of our graduates are more proud to be Jewish.
- **72%** want to learn more about Jewish ideas.
- **96%** of JU MAX students described the educational level of the course as “highly stimulating” or “thought-provoking.”
- After taking JU Max, **91%** of students believe Judaism is a “source of wisdom and guidance” or provides “instructions for living in all aspects of life” (an increase of 124%).

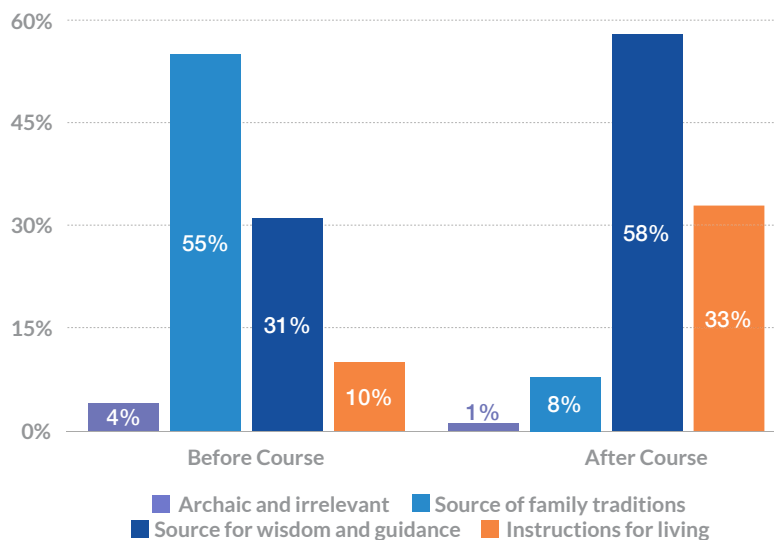
GRADUATES PER YEAR



“The classes reinforced my Jewish pride and helped inspire me to grow more, not only as a person, but as a Jew.”

Hayley Fixler
University of Maryland

STUDENT PERCEPTIONS OF JUDAISM (JU MAX)

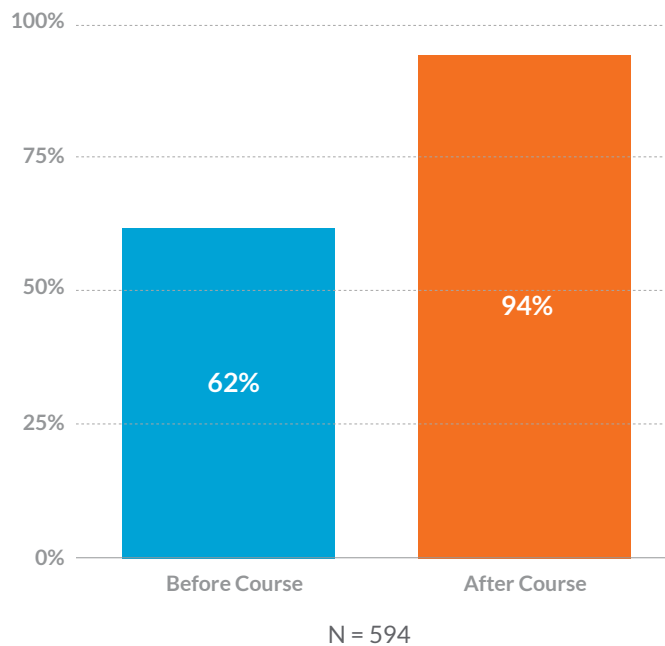


N = 574

ISRAEL EDUCATION

- ➔ Reaching over **320 million households** worldwide with *The Israel Course* through GOD TV. 620 DVDs have also been sold, up 100% from 2014.
- ➔ Educating a total of **4,344 college students** through *Israel Inside/Out*, and recently working with **AEPi chapters** across the country to screen the course.
- ➔ Partnering with **725 organizations** using our *Step Up For Israel* education.
- ➔ Produced **six new film classes** for *Step Up For Israel* series: *Narratives*, *Refugees*, *Media Bias*, *Gaza: Moral Equivalence*, *Gaza: Difficult Questions* and *Zionism: From Here to There*.
- ➔ Organized **teacher training workshops** in New York, Philadelphia and Washington DC for 70 high school educators.
- ➔ Offering **“Spinning Through Israel”** (cycling class) and **“Stand Up For Israel”** (stand-up comedy), new informal Israel education series led by Zeev Ben-Shachar.

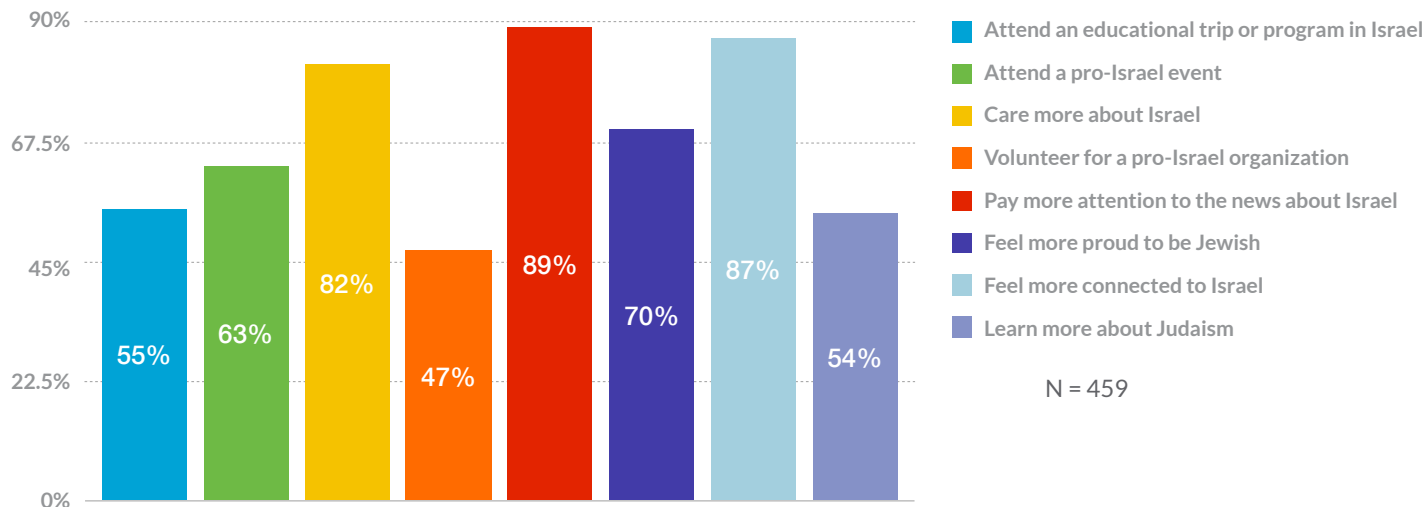
DO YOU HAVE THE TOOLS TO DEFEND ISRAEL? 52% INCREASE AFTER TAKING ISRAEL INSIDE/OUT



“This class [*Israel Inside/Out*] gave me not only a secure knowledge base on Israel and its situation in the Middle East, but also a renewed courage and motivation to speak up for Israel and defend it in a peaceful and concise manner.”

Sylvia Towler
Temple University

INCREASE IN ISRAEL INTERESTS AFTER ISRAEL INSIDE/OUT



South African Friends of Israel
activists lead pro-Israel rally.



JU INTERNATIONAL: ISRAEL EDUCATION IN SOUTH AFRICA

Thanks to our partner, Karen Davidson, we forged a partnership with South African Friends of Israel as a gateway to distribute our products across the continent.

South African Friends of Israel works with Israel educators and activists to train religious and cultural leaders across South Africa how to debunk apartheid myths and communicate a positive Israel narrative to their communities.

- Jerusalem U films and Israel education courses airing on WOWTV in January, reaching **100,000 South Africans**.
- **50 Christian religious leaders** from across the African continent are using *The Israel Course* to train their communities about how to make the case for Israel.
- **250 young leaders** from Impact For Christ Ministries, DEISI (Develop, Embrace, Invest in and Support Israel) and the Restored Vine Ministries Church watched *Israel Inside* and learned how to respond to allegations against Israel on radio and TV.
- **230 leaders** from the influential Ebenezer community – Afrikaans Christians – will receive training through *Step Up For Israel*.

“Jerusalem U’s Israel education programs have become our primary tool of education. The aim is to train key leaders to take this message back to their communities to create groundswell of support for Israel in South Africa.”

Gavriel Sacks,
Executive Director, South African Friends of Israel

JU Israel CORE18 Fellows
confronting the rapids on the
Jordan River.

2 1 3

EMPOWER

empower

em·pow·er \im-^əpau^ə(-ə)r/ verb

: to give (someone) power to do something
: to make (someone) stronger and more confident,
esp. in claiming their rights

We empower the best and brightest millenials to
take a stand for Israel and the Jewish People.

JU ISRAEL: GAP YEAR EDUCATION

We continue to educate 500 post-high school students at 20 gap year schools in Israel this academic year, while providing follow-up engagement opportunities to our 900 gap year alumni at 129 universities.

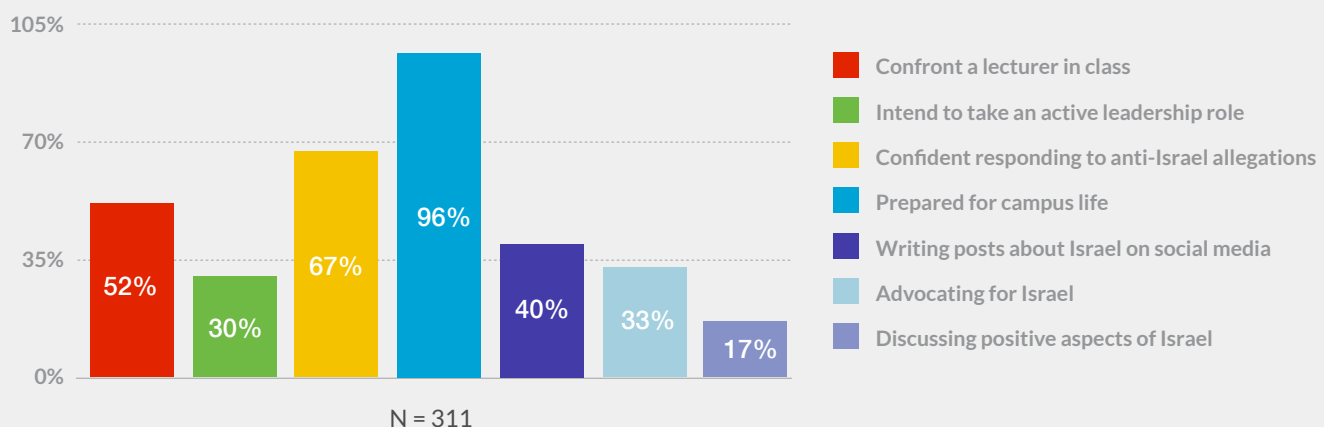
- Teaching **29 gap year courses** (at 20 schools), compared to 26 courses (at 20 schools) in 2014-2015 (up 12%).
- **300 alumni** involved in Israel activism on campus with **AIPAC, CAMERA, StandWithUs, Hasbara Fellowships, ICC** and **ZOA**.
- Trained **400** students in social media messaging in partnership with The Brand of Milk and Honey (BOMAH).
- Provided **advanced advocacy training** to 64 students through our Gap Year CORE18 Fellowship program. Currently training a new cohort of **25 emerging Israel activists and Jewish leaders**.
- Grew **Gap Year team** to include a Managing Director, two full-time Israel educators, two part-time educators and an assistant.

88% of alumni indicated that our Gap Year Program inspired them to get involved in Israel activism on campus.

Zeev Ben-Shachar,
Director of Israel Education
and Gap Year Israel Educator



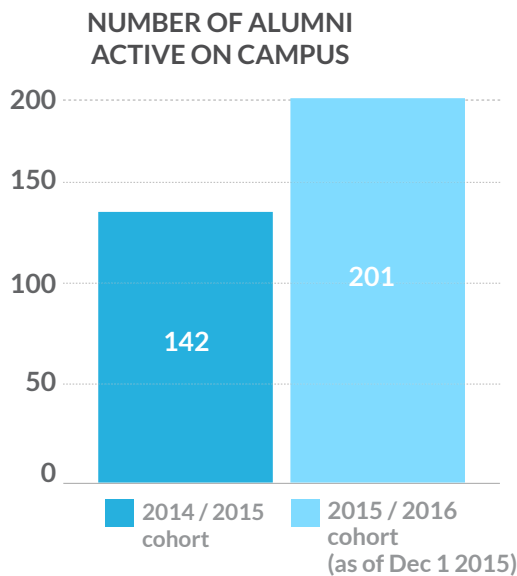
POSITIVE CHANGES IN STUDENTS' ATTITUDES AFTER GAP YEAR PROGRAM



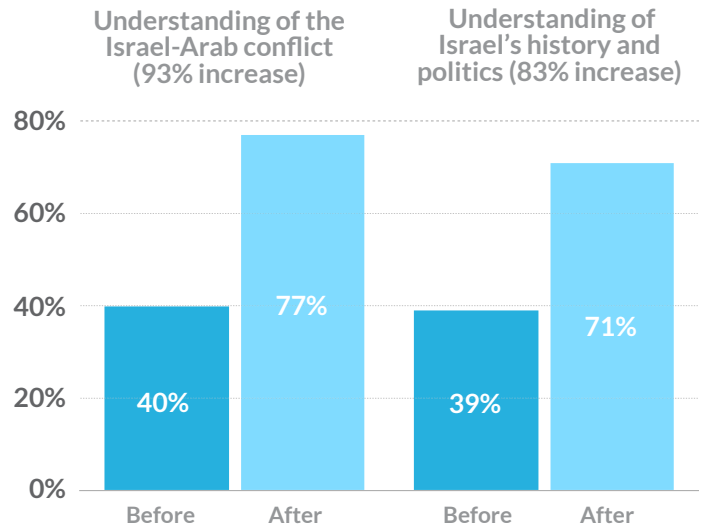
JU ISRAEL: GAP YEAR EDUCATION CONT.

“The CORE18 Fellowship has prepared us more than anything else for the four years of college that we have in front of us.”

Josh R.,
Tulane University



POSITIVE CHANGE IN STUDENTS KNOWLEDGE



“JU Israel (CORE18) gave me a focus to channel all the incredible love for Israel that I gained throughout my gap year, and a concrete, effective way to carry it with me into my college experience.”

Current CORE18 Fellows, after a lecture by David Horovitz, Founding Editor, Times of Israel.

Gabrielle S.,
Barnard College



A blue-tinted photograph of a film set. In the foreground, two large studio lights on stands are visible. Behind them are two director chairs. In the background, a person is partially visible, and there are various pieces of equipment and cables. The word "FINANCIALS" is centered in white text.

FINANCIALS

DONORS

	2015 Donations (As of 12/1/2015)	2014 Donations	2013 Donations
\$1,000,000 or more			
	Anonymous	Anonymous	Anonymous
	William Davidson Foundation		
\$500,000-\$999,999			
	Mitch and Joleen Julis	Rowan Family Foundation	
\$250,000-\$499,999			
	Rowan Family Foundation	David Magerman	Rowan Family Foundation
	David Magerman		
\$100,000-\$249,999			
	Jewish Communal Fund	The Robert Shillman Foundation	Paul Singer Foundation
	Shmuel and Evelyn Katz	Mitch and Joleen Julis	David Magerman
	Seed the Dream Foundation	Seed the Dream Foundation	Seed the Dream Foundation
	UJA Federation	UJA Federation	UJA Federation
	Francine Gani	Francine Gani	Steven and Shelley Einhorn
		Marcus Foundation	Michael Steinhardt
\$50,000-\$99,999			
	Karen Davidson	Rivka Zell	Rivka Zell
	Marcus Foundation	Anonymous	Marcus Foundation
	The Robert Shillman Foundation	Barbara and Gerald Hines	Barbara and Gerald Hines
	StandWithUs	Shmuel and Evelyn Katz	Shmuel and Evelyn Katz
	The Farber Foundation	Jewish Communal Fund	Jewish Communal Fund
		Lauren and Ezra Kest	Ed Cohen
		Harry Ploss	Maimonides Fund
		Pamela Claman	
		Anonymous	
\$25,000-\$49,999			
	MZ Foundation	MZ Foundation	MZ Foundation
	David and Judy Shore	David and Judy Shore	David and Judy Shore
	Bob and Michelle Diener	Karen Davidson	Anonymous
	Roberta Kaylie	Lori Komisar and Morrie Silverman	Len and Michaelle Leader
	Anonymous	Adam and Gila Milstein	Mitch and Joleen Julis
	Jewish National Fund	Anonymous	Anonymous
	Sheryl and David Wiener	Louis and Manette Mayberg	Michael and Barbara Katch
	Anonymous	Daniel and Ewa Abraham	Daniel and Ewa Abraham
	BIMAH Foundation	Jewish Community Foundation of LA	William Langfan
		Maimonidies Fund	

	2015 Donations (As of 12/1/2015)	2014 Donations	2013 Donations
\$10,000-\$24,999			
	Pamela Rose	Leon and Toby Cooperman	Alan and Judie Berg
	Bernstein Foundation	Bernstein Foundation	Harry Ploss
	The Russell Berrie Foundation	The Russell Berrie Foundation	Bernstein Foundation
	Sandy and Larry Post	Sandy and Larry Post	Conrad and Ruth Morris
	Nancy Friedberg	Emerson Glazer	Anonymous
	Brad and Julia Berger	Brad and Julia Berger	Hyman Jebb Levy
	Martin Glatt	Brad and Sandy Tamler	Michael and Julie Weiser
	Arnie Peltz	Daniel and Caroline Katz	
	Peter Friedmann	Peter Friedmann	
	Philip Rosen	Drew and Beth Fromkin	
	Michael and Barbara Katch	Russell and Ivy Herman	
	Lauren and Ezra Kest	Mitch and Karen Kuflik	
	Hyman Jebb Levy	Naty and Debbie Saidoff	
	Steven and Amy Erlbaum	David and Judy Wachs	
	Bob and Ellis Naegele	Bob and Michelle Diener	
	Irwin Levin	David and Meredith Kaplan Foundation	
	Braman Foundation	Charles and Randi Wax	
	Hochberg Family Foundation		
	Michael and Lisa Wachs		
	Isaac Wasserstein		
	Andy Lappin		



BUDGET

JERUSALEM U BUDGET 2014-2016

Expenses	2016 Projections	2015 Budget	2014 Budget
Education Expenses			
Curriculum Development	\$223,483.00	\$203,165.91	\$135,684.31
JU Israel (including CORE18)	\$404,200.00	\$367,364.73	\$615,107.48
JU Max	\$60,000.00	\$52,512.64	\$50,012.04
Total Education Expenses	\$687,683.00	\$623,043.28	\$800,803.83
Total Film Production Expenses	\$1,095,350.00	\$833,409.00	\$850,371.45
Marketing, Sales & Distribution Expenses			
Marketing, Sales, Communications & Graphics	\$844,371.00	\$1,504,087.42	\$782,374.20
Recruitment	\$87,897.48	\$81,516.92	\$74,700.88
IT Department	\$343,990.00		
Stipends	\$130,000.00	\$93,788.20	\$85,262.00
Total Marketing Sales & Distribution Expenses	\$1,406,258.48	\$1,679,392.54	\$942,337.08
Operational Expenses			
Operation Expenses (operational salaries, postage, software, supplies, etc.)	\$1,120,973.33	\$925,686.00	\$803,504.94
Accounting, Legal, Insurance & Other Expenses	\$66,000.00	\$51,558.00	\$46,871.30
Fundraising, Conventions, Conferences & Travel Expenses	\$529,152.00	\$561,128.00	\$355,604.00
Building Expenses, Repair & Maintenance	\$100,626.14	\$48,000.00	\$31,602.25
Professional Development, Strategic Planning and Organizational Consultants	\$75,000.00	\$50,000.00	\$0.00
Total Operational Expenses	\$1,891,751.47	\$1,636,372.00	\$1,237,582.49
Total Expenses	\$5,081,042.94	\$4,772,216.82	\$3,831,094.85

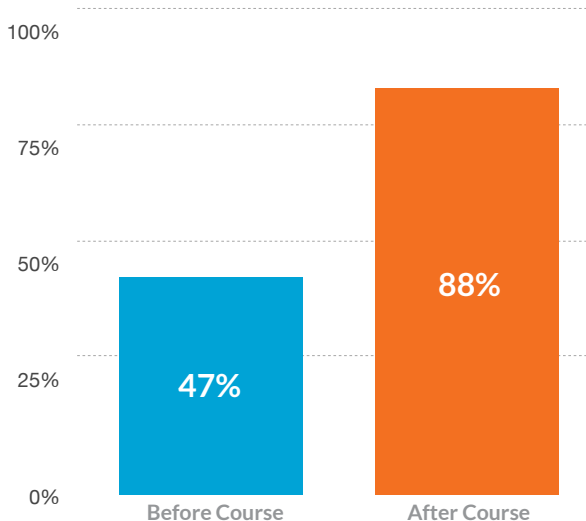


METRICS

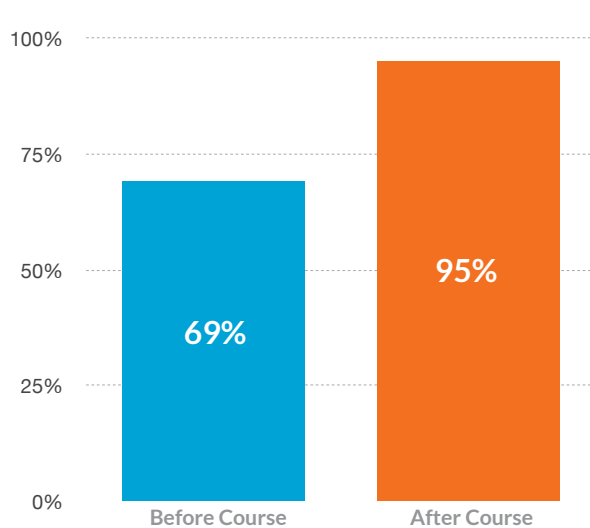
ISRAEL INSIDE/OUT ONLINE COURSE FOR COLLEGE STUDENTS

Measuring quality impact - in terms of knowledge, emotional connection, commitment to Israel/Jewish people - through surveys before and after programs. These are the results from 749 graduates of our 8-hour *Israel Inside/Out* college course (2013-2015).

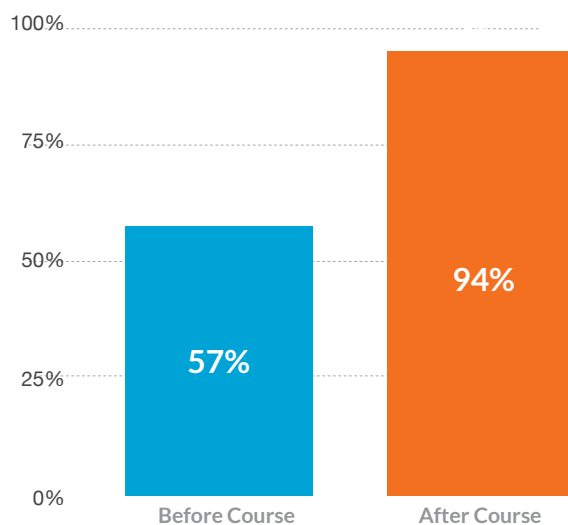
DO YOU UNDERSTAND
THE POLITICAL SITUATION IN ISRAEL?
87% INCREASE AFTER TAKING THE COURSE



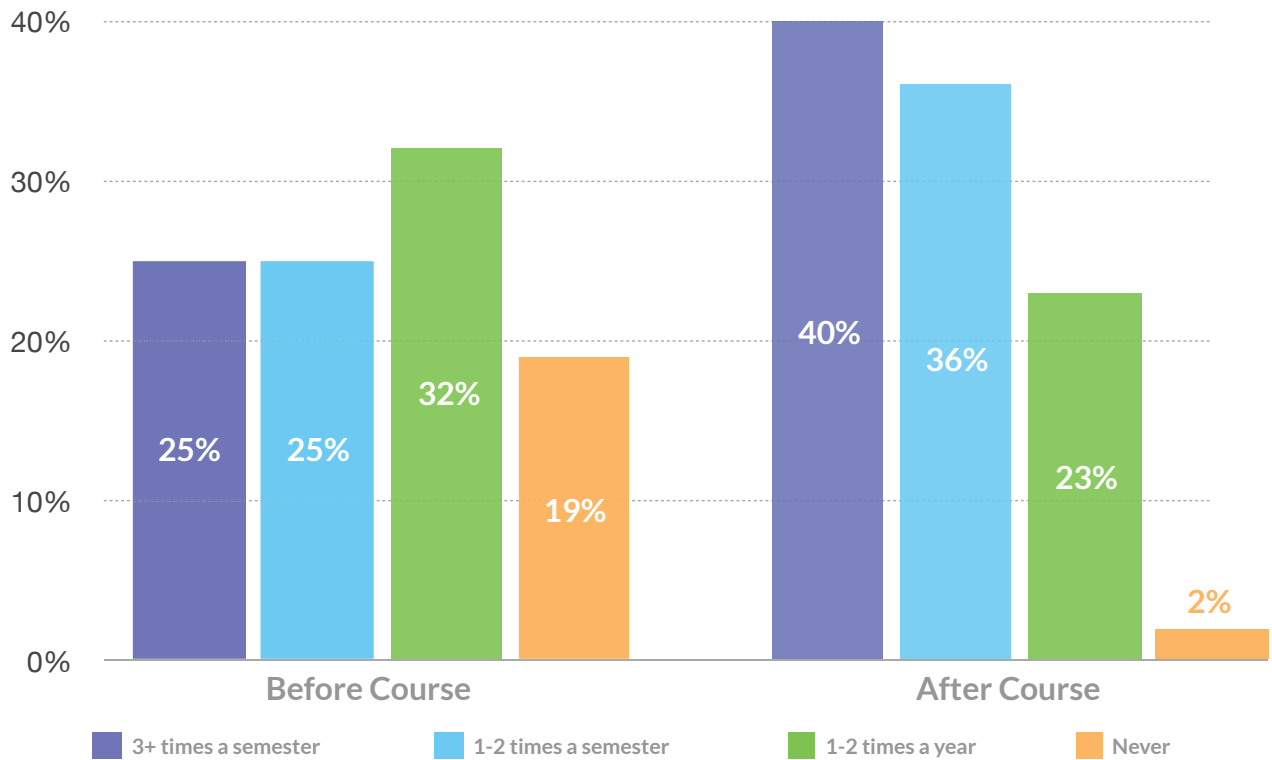
DO YOU UNDERSTAND
ISRAEL'S CHARACTER AND SOCIETY?
38% INCREASE AFTER TAKING THE COURSE



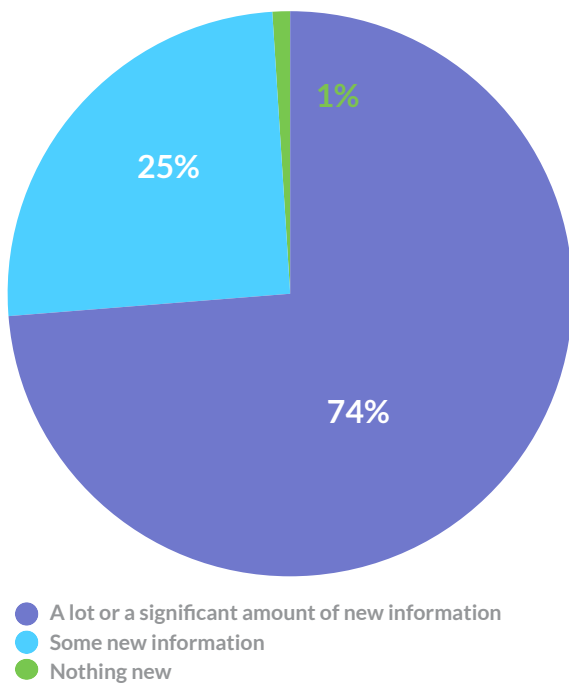
DO YOU UNDERSTAND ISRAEL'S HISTORY?
65% INCREASE AFTER TAKING THE COURSE



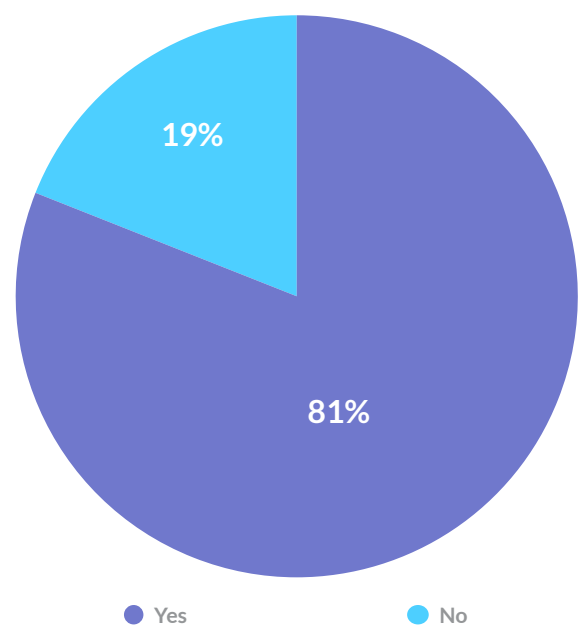
FREQUENCY OF ISRAEL ADVOCACY



HOW MUCH DID YOU LEARN ABOUT ISRAEL?



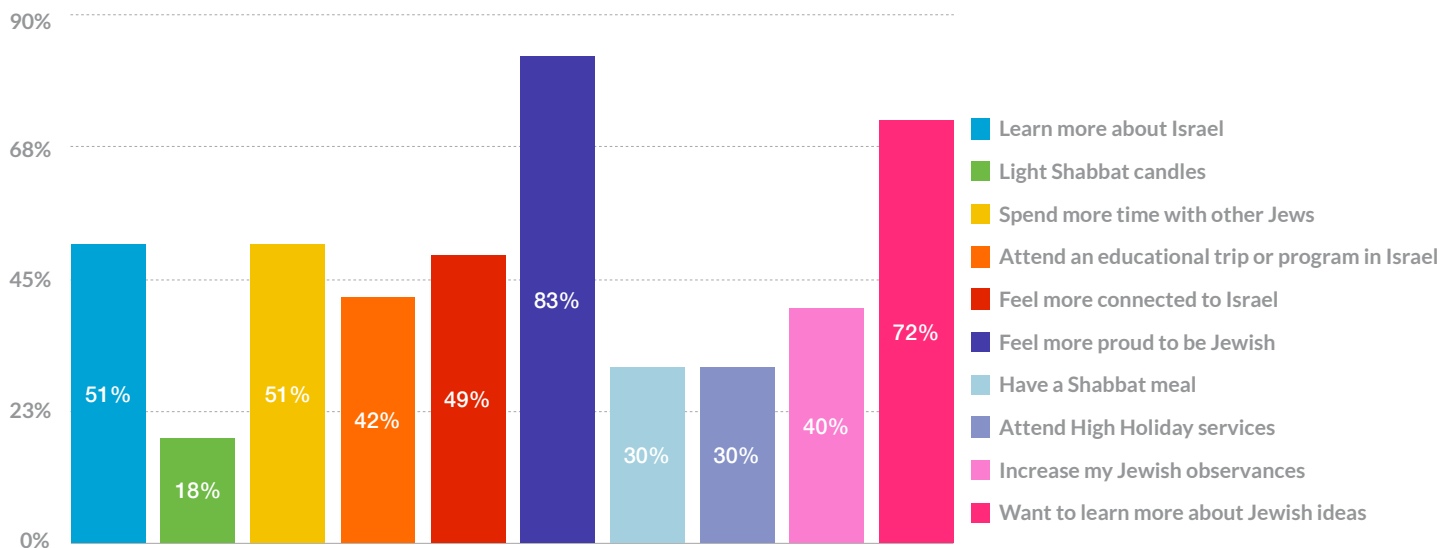
WOULD YOU RECOMMEND THE COURSE TO A FRIEND?



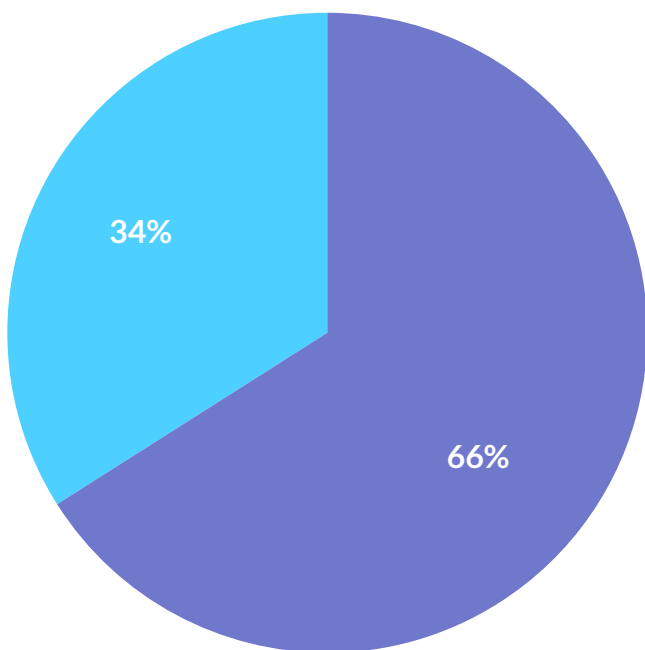
JUDAISM ONLINE COURSES

Measuring quality impact - in terms of knowledge, emotional connection, commitment to Israel/Jewish people - through surveys before and after programs. These are the results from 930 graduates of our *Habits of Happiness*, *Judaism 101* and *Cinema: The Jewish Lens* online courses (2013-2015).

INCREASE IN JEWISH INTEREST AFTER ONLINE JUDAISM COURSES

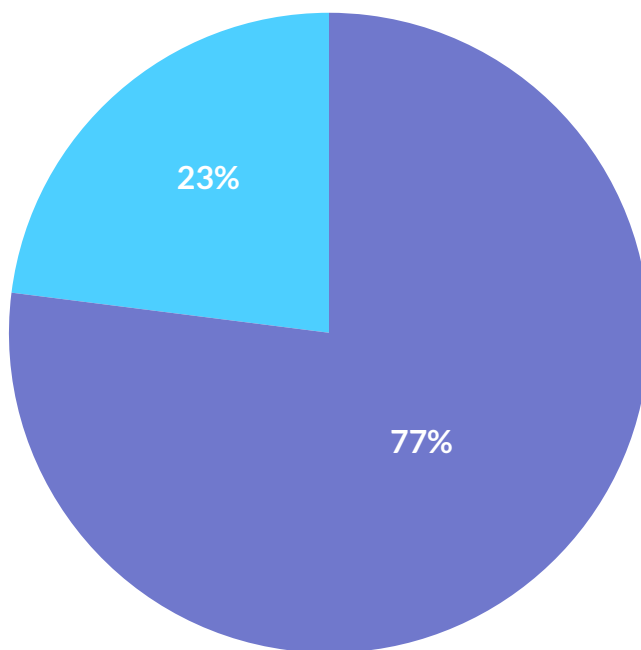


HOW MUCH DID YOU LEARN ABOUT JUDAISM?



- A lot or a significant amount of new information
- Some new information
- Nothing new

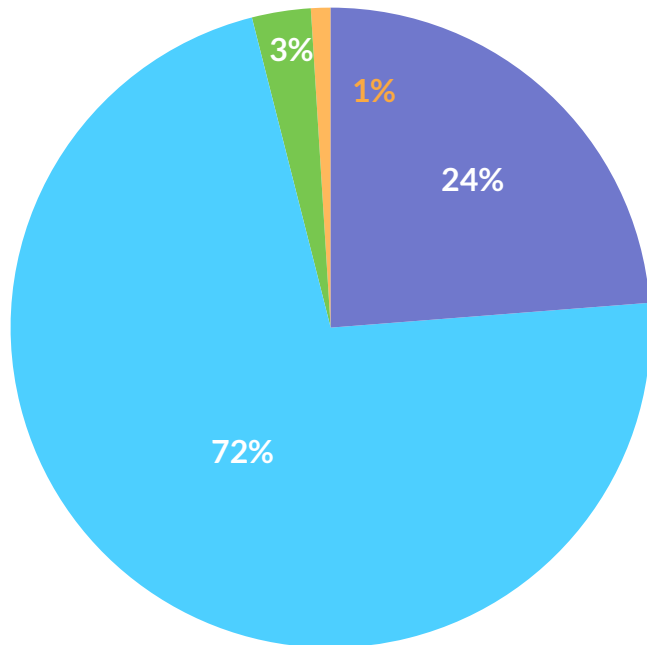
WOULD YOU RECOMMEND THE COURSE TO A FRIEND?



- Yes
- No

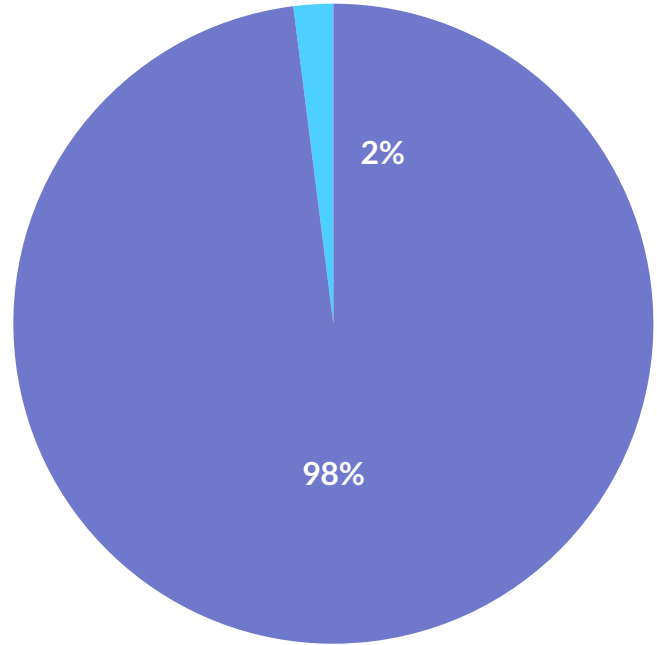
Measuring quality impact - in terms of knowledge, emotional connection, commitment to Israel/Jewish people - through surveys and interviews before and after programs. These are the results from 574 graduates of our *JU Max* online course (2013-2015).

EDUCATIONAL LEVEL OF JU MAX



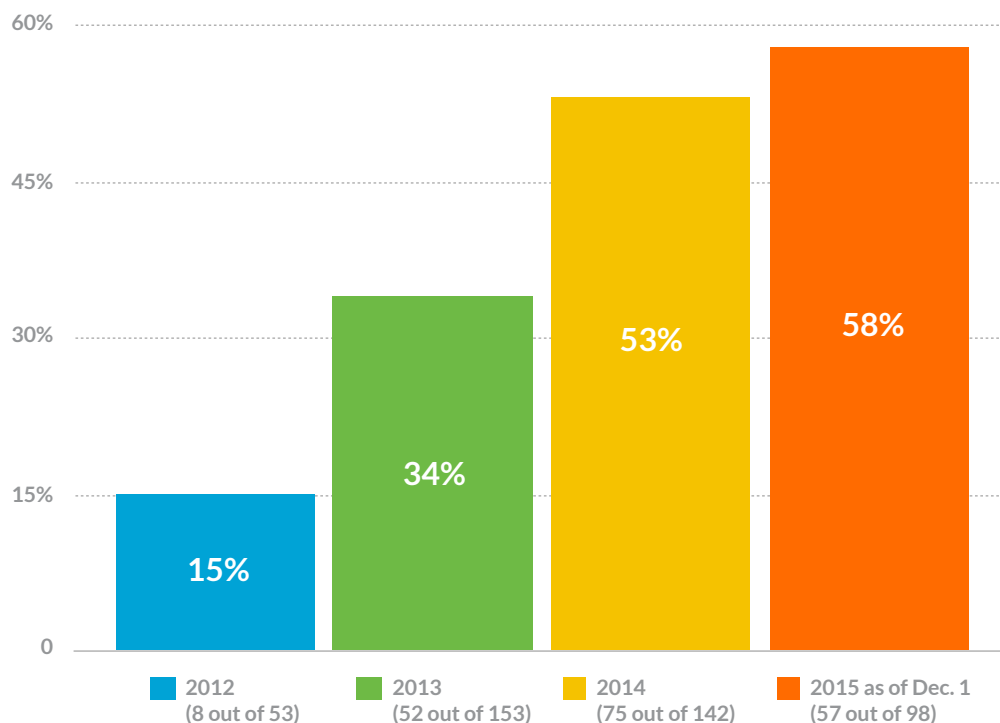
● Highly Stimulating
● Unchallenging
● Thought-provoking
● Elementary

WOULD YOU RECOMMEND THE COURSE TO A FRIEND?



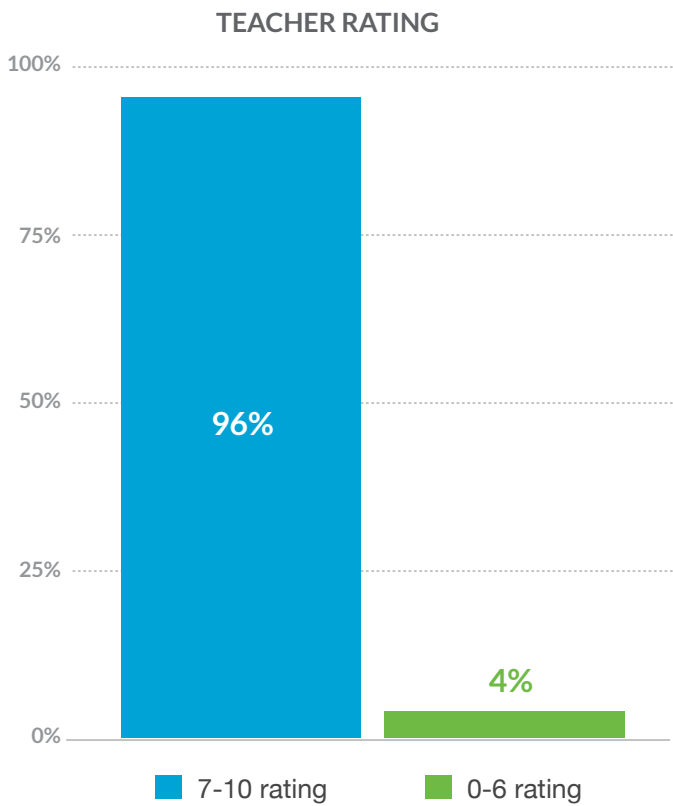
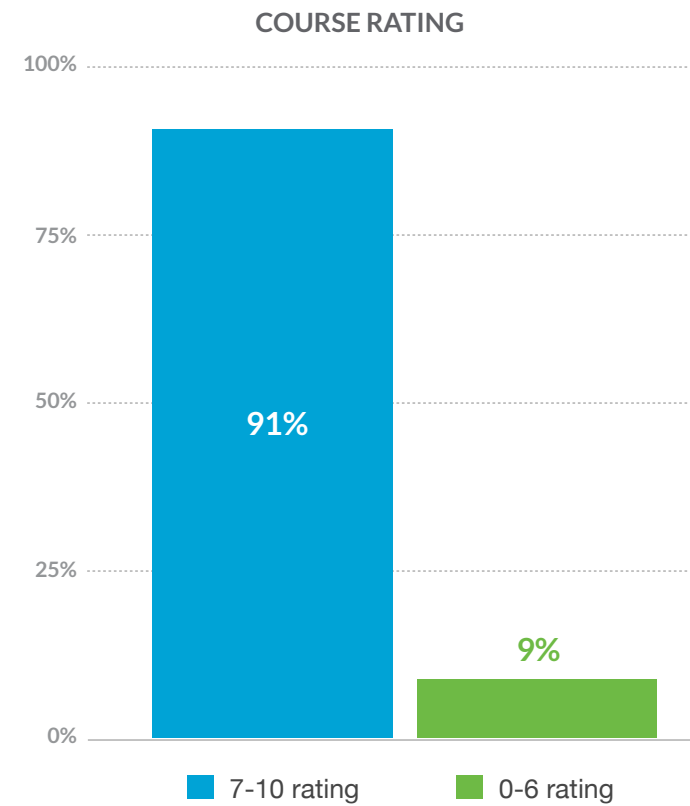
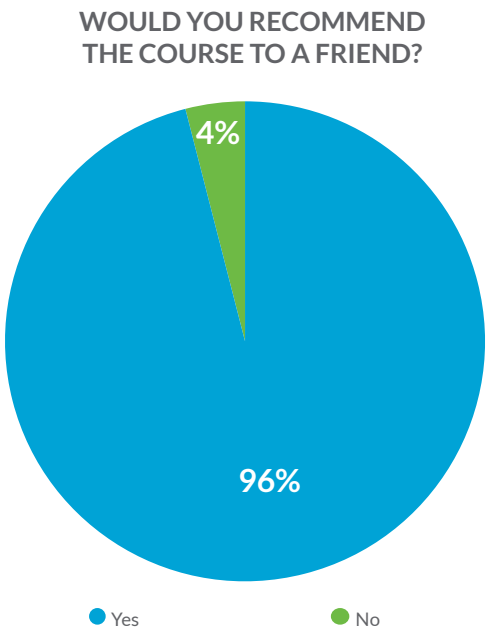
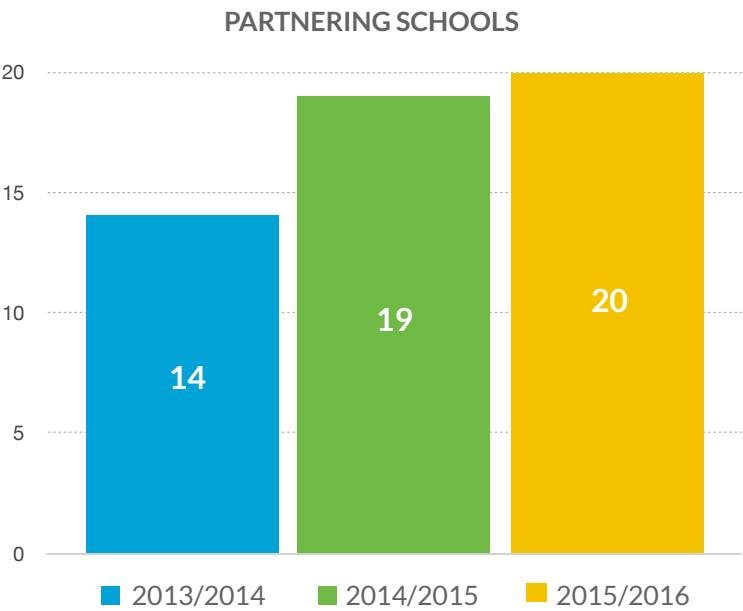
● Yes
● No

STUDENTS THAT USED ISRAEL TRIP VOUCHER (GIVEN TO STUDENTS AFTER COMPLETING THE COURSE, ALLOWING THEM A FREE OR SUBSIDIZED TRIP TO ISRAEL)



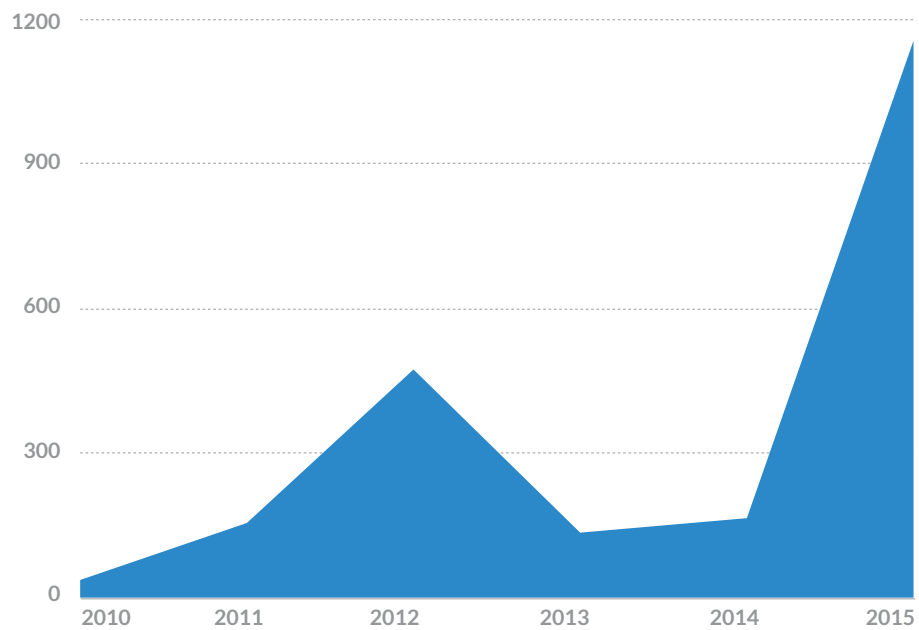
JU ISRAEL: GAP YEAR EDUCATION

Measuring quality impact - in terms of knowledge, emotional connection, commitment to Israel/Jewish people - through surveys and interviews before and after programs. These are the results from 311 JU Israel graduates (2014-2015).



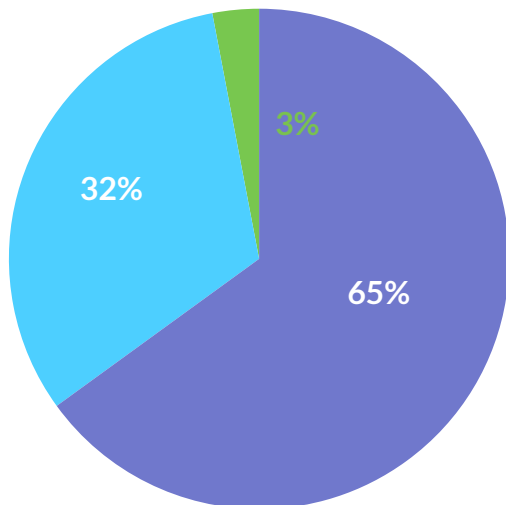
FILM SCREENINGS

FILM SCREENINGS GROWTH



CROSSING THE LINE 2

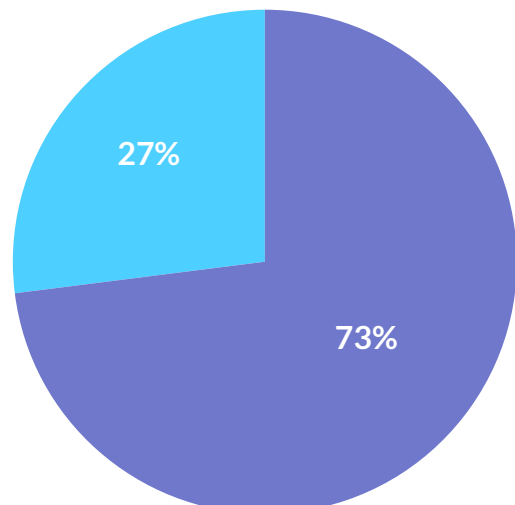
VIEWERS INSPIRED BY THE FILM
TO MAKE A DIFFERENCE



● Inspired
● Somewhat inspired
● Not inspired

N = 62

VIEWERS AWARE OF THE ISSUES
BEFORE WATCHING THE FILM

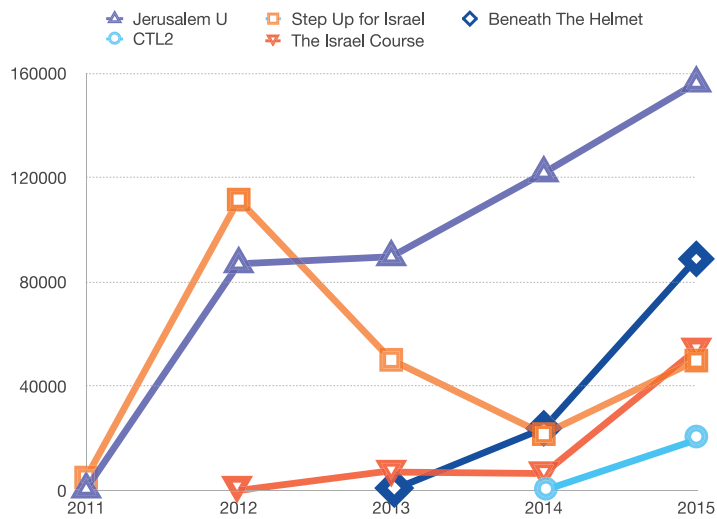


● Unaware or somewhat unaware
● Aware

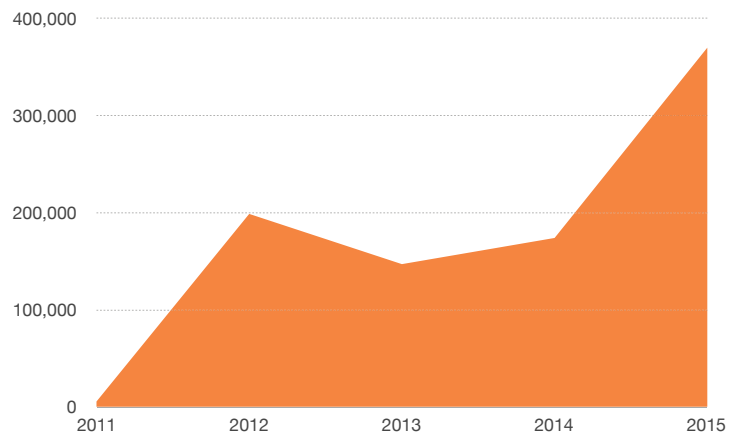
N = 62

WEBSITE TRAFFIC

JERUSALEM U WEBSITE VISITS (BY PRODUCT)



JERUSALEM U WEBSITE VISITS (COMBINED)



SOCIAL MEDIA

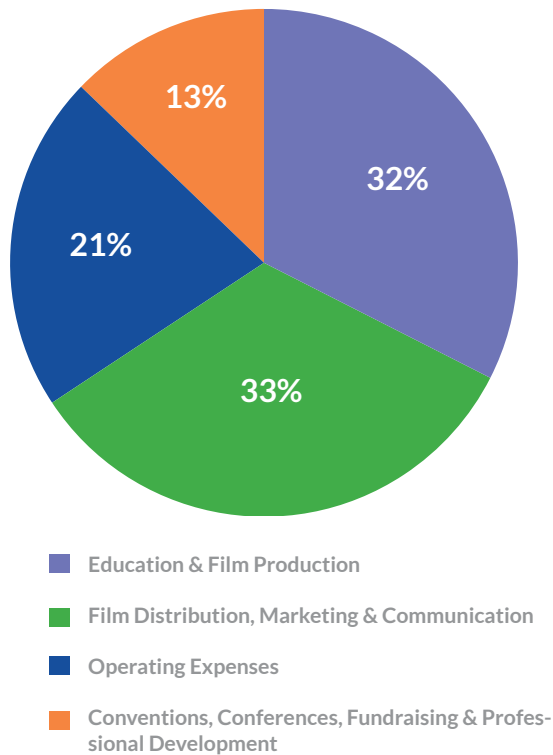
You Tube Views	2015	Change	2014	Change	2011 - 2013
Views	528,051	112%	249,388	330%	57,947
Subscribers	1,625	122%	733	183%	259

Twitter Followers	2015	Change	2014	Change	2013
Jerusalem U	12,174	3%	11,800	52%	7,787
Step Up For Israel	8,249	3%	8,020	60%	5,016

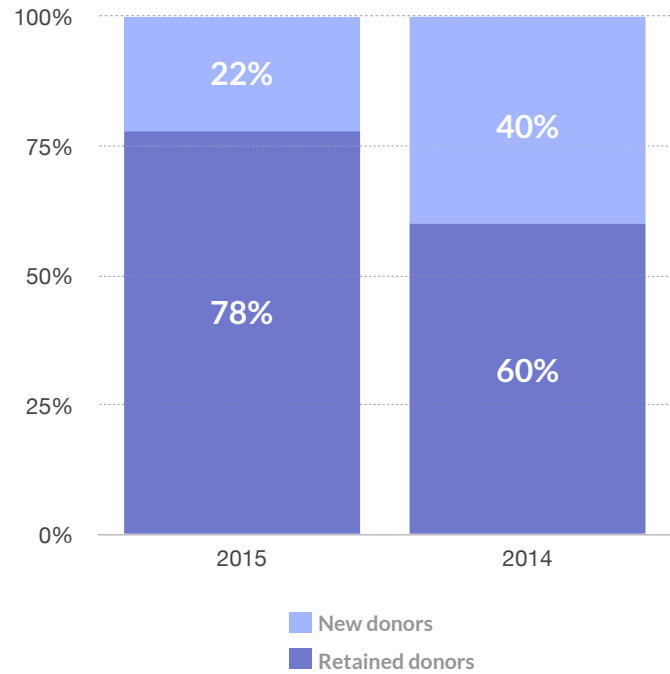
Facebook	2015	Change	2014	2013
Jerusalem U Likes	20,352	3%	19,689	1,225
Jerusalem U Engagement	66,925	-44%	119,197	8,312
Step Up For Israel Likes	286,056	51%	189,005	11,825
Step Up For Israel Engagement	1,722,528	53%	1,124,767	64,277

FINANCIAL METRICS

2015 EXPENSES BREAKDOWN



NEW AND RETAINED DONORS
(\$5,000 GIFTS AND ABOVE)



REVENUE

	2015 (As of Dec 1)	2014	Change
Contributions from Donors and Foundations	\$5,127,167	\$4,985,353	7%
Revenue from Sales	\$381,411	\$250,466	52%
Total Revenue	\$5,508,578	\$5,235,819	9%

DONATIONS

	2015 (As of Dec1)	2014	2013
Number of Donors (including pledges)	578**	802*	355
Average Donation Per Donor	\$8,871	\$6,216	\$8,805

*Includes 200 ticket sales to *Beneath the Helmet* Galas

** There were no Galas in 2015

JERUSALEM U: 2015 MAJOR HIGHLIGHTS

- ➔ 1,187 Screenings
- ➔ 22 Countries
- ➔ 320 Million Households
- ➔ 1,716 Partners
- ➔ 900 Student Activists

And much more...

Imagination Productions (dba:Jerusalem U)
11110 W Oakland Park Blvd
Suite 288
Sunrise, FL 33351

Jerusalem U is a registered non-profit 501(c)(3).
Tax ID: 26-1264680